

DIME NOVEL ROUND-UP

A monthly magazine devoted to the collecting, preservation and literature of the old-time dime and nickel novels, libraries and popular story papers.

Vol. 24, No. 7

July 15, 1956

Whole No. 286

The Old Werner Publishing Company

of Akron, Ohio

By Roy B. Van Devier



Werner Building, Akron, Ohio

Historical mention of the Saalfeld Publishing Company of Akron, Ohio, properly begins with reference to The Werner Printing & Lithographing Company, established by Paul E. Werner in 1875. The complete plant installed by the latter organization marked the first work in lithography in Akron, also the first electrotpe foundry and considerable wood-engraving business. This \$500,000 corporation was a distinct addition to Akron's industries. In 1892 The R. S. Peale Book Publishing Company, of Chicago, was consolidated with the Werner Company, the combined companies being capitalized at \$3,500,000. P. E. Werner was president and trea-

surer; George C. Berry, Jr., assistant treasurer, and Charles B. Denaple, superintendent. A very large business was carried on but serious financial difficulties arose in the panic of 1893 and subsequent depression. In 1899 the book publishing department was taken over by Arthur J. Saalfeld, manager of that division, and continued thereafter by the company bearing his name.

Following receivership in the hands of R. P. Marvin in 1894, The Werner Printing & Lithographing Company was reorganized as The Werner Company.

Paul E. Werner, founder, president and general manager of the old Wer-

ner Company, born in Wurtemberg, Germany, May 5, 1850. He came to America in Summer of 1867, and to Akron the same Fall. In 1874 he purchased the Akron Germania, and in four years had made such progress that he felt justified in enlarging his scope of operations, in 1878 founding the Sunday Gazette, and also the Akron Tribune, daily and weekly. The management of all of these journals he kept in his own hands until 1884. Pressure of other business then induced Mr. Werner to dispose of his newspapers, and he then turned his entire attention to general printing, binding and engraving.

The Werner Company was by far the largest and most complete book factory on the American Continent. During the year 1906 the works of Werner Company were in uninterrupted operation and a great part of the time were running thirteen hours daily. In order to form an idea of the magnitude of this great industry the following will be of interest: During the year of 1906, this company purchased and received raw material and shipped finished products representing the full capacity of 1,200 railroad cars. The products included more than 3,000,000 large books; more than 15,000,000 large and finely-illustrated catalogs made for the largest manufacturing concerns of this country, and millions of other printed, lithographed and engraved articles. If the

books alone which were manufactured by the Werner company that year were laid on one pile alone, one on top of the other, this pile would reach ninety-six miles into the air. If these books were laid side by side, they would constitute a line 500 miles long.

The raw materials consumed during the year 1906 comprise 3,500 different kinds, the largest consumption being in paper, cloth, leather, gold and ink. A little calculation will show how immense has been the output. If the paper consumed for 1906 were laid in sheets, side by side, they would reach around the world four times. The binders' cloth consumed for this period measured 5,000,000 square feet. The different kinds of leather consumed required the skins of 25,000 cattle, 30,000 sheep, and 36,000 Persian and Morocco goats. Over 3,000,000 leaves of gold were consumed.

While the principal product of this factory was books, the Werner Company had a world-wide reputation for furnishing fine commercial work, typographic as well as lithographic, and catalogs of every description, and of this particular kind of product it made more than any other concern in the United States.

The Werner Company failed in 1909. Charles Paine, of Cleveland, Ohio, was made receiver. In 1910 Paul E. Werner and associates bought the business and The New Werner Com-

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pany was organized. In 1914 the lithographing division was sold to Edward P. Werner and Howard H. Wright, who had been long identified with the organization. They organized the Akron Lithographing Company. The name, The New Werner Company, was changed to The Superior Printing Company, by which the business was continued.

Superior Printing Company issued; Julius, the Street Boy, Sink or Swim, The Young Salesman, Jed, the Poorhouse Boy, Herbert Carter's Legacy, Shifting for Himself and over forty other titles in paper covered books in their Henty Series, they issued Facing Death, Among Malay Pirates, Orange and Green, Sturdy and Strong and many other titles by this famous author.

Soon after the organization of The Superior Printing Company, Paul E. Werner removed to Kansas City, Kas., where he organized The Rubber Manufacturing Corporation, of which he was president and general manager.

The old Werner factory published some fine books; and I have space for only a few titles: Art Treasures from the World's Fair; (1895) Personal Recollections of General Nelson A. Miles; (1896) Story of America by Hezekiah Butterworth; (1898) Remington's Frontier Sketches; (1898) Down the Slope by James Otis; (1899) and Famous Parks and Public Buildings by John L. Stoddard (1899).

My good friend, Denis R. Rogers, of Montreal, Canada, wrote me in his

letter of October 27th, 1955, that he had in his collection by Edward S. Ellis, a copy of The Boy Hunters of Kentucky, with the imprint of The New Werner Company. I have a copy of this same title with the imprint of MacLellan -N-Y- Company, Akron, Ohio. I have never seen a copy of this book with the imprint of The New Werner Company. Denis R. Rogers also stated in his same letter that he also had a copy of Boy Hunters of Kentucky with the imprint of MacLellan -N-Y- Company. I spent several hours doing research work in our local library here; I regret that I did not find any information on this publisher.

The Werner company continued to print and bound books for Saalfeld for several years; after the latter took over the book publishing department in 1899. Some of the books were as follows: The famous Billy Whiskers Series by Frances Trego Montgomery; Far past the Frontier & Captive Three both by James A. Braden; Under Mad Anthony's Banner & In the Days of St. Clair both by James Ball Naylor; The First Capture & Winged Arrow's Medicine both by Harry Castlemon; Three Young Ranchmen & The Boy Land Boomer both by Capt. Ralph Bonehill (Stratemeyer); Larry Barlow's Ambition & A Young Inventor's Pluck both by Arthur M. Winfield (Stratemeyer) Sea Island Boys & Florida Lads both by William Perry Brown; Break O'Day Boys by Victor St. Clair (George Waldo Browne) The Yellow Violin by Mary A. Denison.

(The end)

Upton Sinclair, Last of the Dime Novelists

By Ralph Adimari

(continued from last month)

Despite statements to the contrary Sinclair never wrote exclusively for Street & Smith after joining them in 1897. He wrote concurrently not only for them but for Munsey and various periodicals, one of which was Truth.

This continued to 1902. He may have written even after that year but I have found nothing that could be ascribed to him. He seems to have left Street & Smith in 1900 for he tells me in a letter that he only had

relationship with Lewis but no one else in Street & Smith. And that he paid for all work "promptly." Evidently Lewis was a big gun at S & S. Since Lewis was no longer writing on Spanish themes he may have had no more interest for Sinclair's Spanish stories. I have found no other items by Sinclair for Street & Smith after that year.

However he continued to write for the *Argosy* to 1901 at least for one serial signed Upton B. Sinclair Jr. appeared in *The Argosy* starting July 1899 to Nov. It was "In the Net of the Visconti" and was about the Renaissance in Italy. Another under his nom de plume of St. Clair Beall, "The Winning of Sorene," in *Argosy* from June to October 1901 was about 16th Century France.

This novel was published in cloth book form, (the only known nickel pulp novel so honored), in 1902 by the Federal Book Co. of N. Y. Several of Sinclair's West Point and Annapolis stories had been published by Street & Smith in cloth covers. They were taken over by David McKay of Philadelphia who published until about 1930.

I believe that Upton Sinclair as he is now known should be honored by the Dime Novel brotherhood because of his past nickel novel product. He estimates that they equalled in volumes the entire works of Sir Walter Scott, formidable indeed. Not only that but this American had more influence on American custom and history than any single figure in the first half of the 20th Century. We should therefore be proud to welcome him to our brotherhood as an honorary member regardless of our opinions of political thoughts.

Sinclair was married twice. Once to Meta H. Fuller who bore him his son, David. But since she could not find full sympathy with his socialist schemes they were divorced and he married Mary Craig. During his married life with his first wife Upton would live in New Jersey, once in Delaware, another time in Chicago when he wasn't in New York City,

which seems to have been his official address.

In various places Sinclair complains that he wanted to write about serious subjects some time in 1900 or 1901 but publishers were not interested except in nickel novels. However from about 1899 on the interest of American boys was gradually turning away from Spanish subjects and were veering towards current problems and sports, which was enjoying a Renaissance at the turn of the century. Frank Merriwell, Jack Lightfoot, Jack Harkaway, Fred Fearnot were at the peak of their power. Patten, author of Merriwell, even began a series at a later date called the "Lefty" series which was lauded by none other than the three greats of baseball—Ty Cobb, Christy Mathewson and Walter Johnson. These baseball men were undoubtedly praising Frank Merriwell by inference rather than Lefty. In other words a new world had been born then. Sports, their enjoyment, was the great enthusiasm of the day. Adventure was a part of it. Yet Sinclair continued to write of the past. He had fallen back.

The trouble with Sinclair was not as Floyd Dell says that he wanted to write poetry but that he failed to understand the heart of the American Boys at the turn of the Century, specifically 1895-1905.

Pseudonyms of Upton Sinclair—St. Clair Beall, Ensign Clark Fitch (partnim) shared with H. H. Lewis, Lieutenant Frederick Garrison (partnim) shared with H. H. Lewis, Douglas Wells (partnim).

Possible nom-de-plumes—

Walter A. Sinclair (1 short story about Chicago noted), Percy St. Clair Hamilton (1 short story noted).

Arthur Stirling listed incorrectly by Reader's Guide to Periodical Literature as a pseudonym is merely the title of a book by Sinclair. I have not found it used by him elsewhere. Incidentally the Reader's Guide omits mention of his famous confession in the *Independent*, a mistake of high importance.

NEWSY NEWS

By Ralph F. Cummings
Fisherville, Mass.

George Van Ness, formerly of P. O. Box 523, Beacon, N. Y. came up from Florida, where he has been all winter, and visited with me May 29th for about an hour or so; his wife sat out in the car. He is 76 years old, and just as spry as can be. He was on his way to Denver, Colo. I still supposed he was a member of H. H. Bro., and I never thought to ask him any different, but as I looked after he had gone, I see he hasn't been a member for some time. Guess I'm slipping or something.

Wm. M. Claggett says both Carl Swanstrom and Eli Messier were in Jacksonville, Fla., and he didn't get to see them. Better luck next time, Pard.

Eli Messier was up to see me yesterday, and he said he went to Florida with 9 others, so he didn't have a chance to stop as he would have if he'd been alone.

Lou Kohrt from Houston, Texas, visited with George Sahr of Kenosha, Wisc., on Monday night, May 21st. Lou used to live up in Kenosha some years ago. Lou and George had a great time. Lou and wife were invited to come in Wednesday night for supper, then they had a time of it talking over old times, novels, etc.

Kenneth Daggett of Gardiner, Maine, visited with Walter W. Higgins of Bath, Maine around May 14th for a visit, and a real old trading spree as well. Kenneth wants to get up to see Bill Burns on his next trip up that way, and that makes me think, Ken has a lot of old books for sale, he has just got in, so anyone interested, write to Bill for a list of them.

Wm. L. Newman of the A1 Bookstore in Chicago says there is one thing for sure, and that is that reading these old adventure novels helps to keep one young in spirit. How right he is.

Anyone know the whereabouts of Albert E. Farmer, formerly of Lincolnton, N. C.?

Eli Messier says that in Readers Digest for June 1956 there appeared "Annie Oakley of the Wild West", about 5 pages. A nice article about Annie Oakley, the little deadshot, when traveling with Buffalo Bill's Wild West Show. This is a short summary of her life from 1885 up.

Also The Rhode Islander, June 10, 1956 also has a fine article on "Ida Turned Her Back on the Footlights and Fast Money" with a number of pictures. One picture shows a "cover girl", July 31, 1869 of Harpers Weekly, was Ida, engraved from photo by Manchester Bros. of Providence, R. I.

A. W. Egerton sent me a card of Jesse James running for re-election of state treasurer of the state of Texas. He has a proven record of accomplishment, qualified by experience.

If you are interested in old magazines, such as Amazing Stories from 1929 up, Wonder 1931 up, Astounding 1930 up, Harry L. Weatherbee, Box 484, Springhill, N. S., Canada, will sell or trade them for Tip Tops and other novels. If interested, write him right away. Now.

The good old summer time is now here, and everyone is planning on their vacations, so fellows and Brothers and sisters all we wish you the best, very best, on your vacation this year.

Both Bob Smeltzer and Carl Linville are back on terra firma again, and both are coming along fine.

Mr. and Mrs. Clyde Wakefield of Worcester, Mass. left for a 2 weeks' vacation trip up to New Hampshire and Vermont, June 26th.

Mr. and Mrs. Ed. LeBlanc and family are leaving on a long trip out to the Yellowstone, and up into Canada, and a 3 weeks' vacation.

Harry L. Weatherbee of Springhill, N. S., Canada, expects to take a trip early in August for old New England. So will wish one and all a very safe trip all around till they all arrive back home again.

Wishing you all the very best of luck, and all.

Mr. Harry A. Weill writes regard-

ing Mr. Leithead's article on Civil War Stories in Lime Novels: There was another story in addition to "Sherman's Young Scout" by John De Morgan dealing with a period of the Civil War entitled: "Work and Win," a tale of the Campaign in the Shenandoah Valley, which followed at a later date, probably 1893 or 94. When I visited Robert Smeltzer in Philadelphia some years ago he had a complete file of Golden Hours and a perusal of these might bring to light other civil war stories. Golden Hours was "my" paper and I subscribed to it beginning in 1892. Subscribe is not used in the literal sense for we were allowed 5 cents per week provided we had a good school report and "be careful how you spend it"; and I recall with amusement, how, when my parents disapproved of the young

reading Dime Novels for fear of the deleterious effect they would have (the converse happens to be the truth as they developed character and did not impair it) and my mother refused to provide the wherewith, Grandma said in her quaint German way: "Now, you know Harry, Mama cannot afford 5 cents per week." What a contrast with today when kids have their own theater and card parties and go on wild jaunts. "Them was the days" when a dollar had 150 cents purchasing value and would that they were back again.

Joseph Krajic says he has a chum, and school boy friend, that is bald headed, and don't feel so good at times, and wonders how Joe looks and feels like a kid. So Joe told him that he reads the old dime and nickel novels, boys books, that's the grand-

MEMBERSHIP CHANGES

- 6 George French, Kezar Falls, Maine (New Address)
- 97 Everett L. Cline, 930 Guaranty Bank Bldg., Denver 2, Colo. (New Add.)
- 204 Upton Sinclair, Box 266, Monrovia, California (New Member)
- 205 Walter F. Tunks, 2896 Hastings Rd., Cuyahoga Falls, Ohio (Old memb.)

REPRINTS FOR SALE CHEAP

While they last

All in good uncut condition, they look like the originals.

- Beadles Half Dime Library #1 Deadwood Dick.
- Morrison's Sensational Series #46—Frank James on the Trail.
- Boys Star Library #344 Jack Wright and his Electric Stage (A Jack Wright James Boys story)
- Wide Awake Library #553 Frank Reade and his Steam Horse
- Nuggett Library #134 Tom Edison Jr.'s Electric Sea Spider
- Beadles Boys Library #13 A Rolling Stone (Life of Col. Prentiss Ingraham, writer of novels)
- Beadle Boys Library #54 California Joe, the Mysterious Plainsman
- Beadle Boys Library #7 Roving Joe (Life of Jos. E. Badger Jr., writer of novels)
- Bob Brooks Library #27 Train Wreckers Betrayed
- Frank Reade Library #1 Frank Reade Jr. and his New Steam Man
- Beadles Dime Library #165 Joaquin, The Terrible (Authentic true story of Joaquin Marrieta, Calif. outlaw)
- Wide Awake Library #479 The James Boys in Minnesota.
- The 5¢ Wide Awake Library #48 Cavalry Jack in the Swamps.
- If you can't get the original, get the reprint while you can at .35 each or all 13 for \$4.00 sent postpaid.
- And I'll throw in for good measure N. Y. Detective Library #452, Chased over Three Continents, an old King Brady story.

Ralph F. Cummings

Fisherville, Mass.

daddy of the present day comic books, that they were printed from the Civil War days 1861-65 to 1917 and some to 1929. Joe says he has been reading and collecting them since he was 14 and he is now 55 and has all his hair, too, no bald spots, nor white or grey hairs and reading these old timers keeps him looking and feeling like a kid. (Guess we all need some of that kind of medicine.)

Col. E. Z. C. Judson (Ned Buntline) died at Eagles Nest, Stamford, New York, Friday afternoon, July 16, 1886. His last work was "Hunchback Millionaire," published in Beadles Weekly.

OLD NOVELS

I do not care a leather dam
If one is browned a little
But I wouldn't give a tinker's dam
For one that's brown and BRITTLE.
George French

EXCHANGE COLUMN

For Sale—French's Common School Arithmetic for 1877, pub. by Harper & Broths. Student and Classmate for June 1861. Write for details. Fred Lee, Apt. 204, Fair Bldg., 40 Jackson Place, Indianapolis, Ind.

Wanted—Liberty Boys of '76 #17, 113, 201, 237, 240, 242, 364, 385, 433, and 109. George French, Kearsar Falls, Maine.

TIP TOPS FOR SALE

No junk. All clean sound items with good covers. Not brittle, stamped or taped. Money back if not satisfied.

Nos. 130 to 182 \$1.25 each

Nos. 183 to 300 \$1.00 each

Nos. 301 to 450 \$.75 each

Many earlier and later numbers.

Guinon, Box 214, Little Rock, Ark.

WANTED

American Boy Magazine. All issues Jan. 1911 to Dec. 1918 inc. Jan. 1922 to Dec. 1926 inc. Also 1928, 1929 and 1931. May be either single issues or bound.

C. L. Messecar

Box 951

Tigard, Oregon

A

The following are for sale in various quantities. Correspondence invited.

Argosy (back to #1)
Army & Navy Lib.
Army & Navy Wky.
Adventure Wky. (Phil & Ralph)
American Libr.
American Indian Wky.
Arm Chair (Tousey)
Arm Chair (Lupton)
All Sports
All Around
American Novels (Starr)
American Tales

THICK NOVELS:

A No. 1
Adventure Series (Westbrook)
Adventure Libr. (S. & S.)
Arrow Libr.
Alger Series (S. & S.)
American Detective Series

PULPS:

Action Stories
Ace-High
All Story
All Western
Adventure

MAGAZINES:

Audubon's Mag.
American Rifleman
Avocations
Ainsworth's Mag.
American Miscellany
American Woman (Maine)

MISCELLANEOUS:

Aimard Indian novels
Aldine (Volume)
Athenum

ALGER BOOKS:

Strive & Succeed 25c
Do and Dare 25c
The Young Adventurer 25c
Making His Way 25c
Brave and Bold 25c
(Brand new condition, paper covers, all 5 for \$1.00.)

Send for list of used cloth books by all boys' authors.

RALPH P. SMITH

Box 985

Lawrence, Mass.

WANTED!

- Comrades Three; or Gordon Keith in the South Seas, by Lawrence White, Jr. #346 Brave and Bold.
- The Coral Labyrinth; or Frank Reade, Jr. Lost in a Deep Sea Cave, by "Noname", #86 Frank Reade Weekly.
- Frank Reade, Jr. Exploring a Submarine Mountain; or Lost at the Bottom of the Sea, by "Noname" #29 Frank Reade Weekly.
- Diamond Dick on Shipboard; or Blockin' a Slick Game. #540 Diamond Dick, Jr.
- Frank Reade, Jr.'s Deep Sea Diver, the "Tortoise"; or, In Search for a Sunken Island, by "Noname", #8, Frank Reade Weekly.
- A Girl Crusoe; or, The Wonders of the Isle of Gnomes, by Cornelius Hea, #38 Brave and Bold.
- The Golden Harpoon; or, The Cruise of the Clifton Cadets, by Weldon J. Cobb, #263 Brave and Bold
- The Isle of Wonders; or, The Mysteries of the Echoing Cave, by Capt. Basil Benedict, #22 Brave and Bold.
- A King at Sixteen; or, The Boy Monarch of an Unknown Land, by Richard P. Montgomery, #656 Pluck and Luck.
- The Mystic Isle; or, In Peril of His Life, by Fred Thorpe, #328 Brave and Bold.
- Lost on a Pirate's Isle; or, The Ship that Sailed on Friday by Captain Thomas H. Wilson, #762 Pluck and Luck.
- Mystic Island; or, The Tale of a Hidden Treasure, by the Author of "The Wreck of the Galucus", #98 Brave and Bold.
- Slam, Bang and Co.; or, The Young Aladdins of Fortune, by Weldon J. Cobb, #301 Brave and Bold.
- Dick Lightheart at Sea, by Bracebridge Hemyng, #85 Wide Awake Library.
- Dime Novel 87: On the Deep, or The Missionary's Daughter; or same in Pocket Novel 226.
- Dime Novel 134: Foul Weather Jack; or The Double Wreck; same as Dime Novels 371, 618.
- Dime Novels 158 or 395: The Blue Anchor; or The Lost Bride.
- Pocket Library 369; Capt. Blake's Jonah; or Henry the Cabin Boy.
- Dime Novels 183 or 379: The Phantom Ship; or The Island Cairn.
- Pocket Library 424: Tom Stone, The Old Sea Dog.
- Boys Library, Octavo 278: Tom, the Old Tar; or Jack Northrups Long Cruise.
- Boys Library, Octavo 317: Jolly Skipper Jack; or The Young Lieutenant's Cruise.
- Boys Library, Octavo 310: Capt. Clews Cruise; or The Wreck of the Petrel.
- Boys Library Octavo 102; The Flyaway Afloat; or Yankee Boys round the World.
- Boys Library Octavo 51; The Young Landlubber; or Prince Porter's First Cruise.

Also wanted dime novels with Pacific Ocean locale. Sent list of what you have.

Mrs. S. T. Hoyt

1970 Ualakaa St.

Honolulu 14, T. H.